**Vredestein becomes title sponsor of iconic
‘Les 20 km de Paris’ running race**

3 May 2022 – The Vredestein premium tyre brand is to become title sponsor of the highly popular annual ‘Les 20 km de Paris’ mass-participation running event, which follows a scenic route through the centre of Paris, France. Apollo Tyres, which owns the Vredestein brand, has signed a new four-year sponsorship deal for the event, which is expected to welcome over 32,000 runners from around the world when it next takes place on 9 October 2022.

This year marks the 44th edition of Les 20 km de Paris, and the historic race will once again start under the Eiffel Tower and pass many of the city’s most iconic points of interest before revisiting the Tower for the finish.

Benoit Rivallant, President and CEO of Apollo Tyres Europe said: “Les 20 km de Paris has earned its place as one of the most popular mass-participation running events in Europe, and it sits at the top of the bucket list for many amateur athletes across France and further afield.

“Running promotes a more sustainable and healthier lifestyle, and this new sponsorship agreement will help drive awareness of the Vredestein brand as we forge our own plans for a more sustainable future. We’re already excited about the race in October and will be encouraging our employees and partners to get involved. It’s sure to be a rewarding partnership.”

The theme of this year’s race is ‘space’, with the slogan ‘courir en apesanteur’ – meaning to ‘run in weightlessness’, evoking a sense of effortless ‘flying’ above the road. This theme complements Vredestein-brand products, including the Ultrac Vorti and Ultrac Vorti R Plus summer tyres and Quatrac and Quatrac Pro all-season tyres, which are known for their low rolling-resistance and unbeatable all-around performance.

Didier Eck, President of Les 20km de Paris, commented: “Vredestein is the first tyre brand to sponsor our race in its 44-year history, and we’re excited to support the brand’s evolving marketing strategy in Europe. The race is a staple in the French running calendar, and in previous years we have welcomed participants from over 100 countries. We cannot wait until October for the streets to be flooded with enthusiastic runners once again!”

Vredestein has a rich European history spanning over 114 years. Since 1908, the Dutch brand has innovated with exceptional products for customers across the continent – from its first bicycle tyre produced in 1910 to the passenger car, bike and agriculture tyres that are manufactured in Europe today. As well as tyres for high-performance cars and family cars, the brand pioneered the all-season tyres segment in the early 1990s and has remained at the forefront of the market.

For more information on Vredestein products, visit: https://www.vredestein.co.uk/car-suv-tyres/find-a-tyre-car-suv-van/

***[END]***

**For further details contact:**

Molly Prout

PFPR Communications

+44 (0)7874 856311

**About Apollo Tyres Ltd**

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.